

REMARKS

I. Introduction

Claims 1-12 and 14-23 are pending in the application. In the final Office Action dated April 24, 2007, the Examiner rejected claims 1, 3-7, 9-12, and 14 under 35 U.S.C. § 103(a) as being unpatentable over U.S. Pat. No. 6,684,240 ("Goddard") in view of U.S. Pat. No. 6,473,559 ("Knudson") and U.S. Pat. No. 6,005,565 ("Legall"). Further, claims 15-23 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Goddard in view of Legall, and claims 2 and 8 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Goddard in view of Knudson, Legall, and U.S. Pat. No. 6,535,688 ("Kawamura"). Applicant respectfully requests reconsideration.

II. The Proposed Combinations Do Not Render the Claims Unpatentable

Each of the independent claims recites a plurality of program information segments, each of the program information segments being associated with a plurality of program type identifiers, each program type identifier identifying at least a **topic** associated with a content of the program segment. A topic associated with program content generally describes a classification of the program content so that users may locate programs they may have an interest in. For example, as described in the specification, program content may be associated with topics such as "sports," "golf," "baseball," and "soccer."

In the Office Action, the Examiner asserts that Goddard teaches an identifier that identifies a topic associated with content. Applicant respectfully disagrees. Goddard teaches performing actions based on a **rating** associated with program content. An identifier identifying a rating associated with program content is not the same as an identifier identifying a topic associated with program content. While Goddard may state that a content rating may describe a nature of the content and its appropriateness for particular audiences, Goddard only teaches identifying a nature of the content in terms of ratings. There is no mention in Goddard of a content rating identifying a **topic** associated with content such as "sports," "golf," "baseball," and "soccer." Goddard only teaches a content rating identifying appropriateness for particular audiences based on

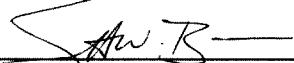
traditional television or motion picture ratings, or using terms such as "language," "nudity," or "adult theme."

Because Goddard fails to teach a plurality of program information segments, each of the program information segments being associated with a plurality of program type identifiers, each program type identifier identifying at least **a topic** associated with a content of the program segment as asserted by the Examiner, the proposed combinations of Goddard, Knudson, Legall and Kawamura necessarily do not render independent claims 1, 7, and 15, or any claims that depend on claims 1, 7, and 15, unpatentable.

III. Conclusion

In view of the foregoing remarks, Applicant submits that the pending claims are in condition for allowance. Reconsideration is therefore respectfully requested. If there are any questions concerning this Response, the Examiner is asked to phone the undersigned attorney at (312) 321-4200.

Respectfully submitted,



Scott W. Brim
Registration No. 51,500
Attorney for Applicants

BRINKS HOFER GILSON & LIONE
P.O. BOX 10395
CHICAGO, ILLINOIS 60610
(312) 321-4200